



OFFICE OF MAYOR JERRY SANDERS

FOR IMMEDIATE RELEASE

March 21, 2006

FACT SHEET

SANDERS HITS THE ROAD TO SELL SAN DIEGO

*Financial Reform Agenda on tap for New York Trip
Homeland Security & Infrastructure Dollars, Tourism at play in Washington, D.C.*

Trip Schedule and Goals for Meetings:

Monday, March 27

Following the Council's consideration of the Mayor's ballot initiatives, Sanders will take a red-eye flight to New York and immediately begin a full day of meetings.

Tuesday, March 28

New York

Mayor leads a San Diego Delegation of Business Leaders in meetings with:

The New York Times
Fortune Magazine
Dow Jones NewsWire
Business Week
The Bond Buyer
Bloomberg

Goals and Messages:

- San Diego has a very compelling story to tell.
- San Diego has one of the strongest regional economies in the country (and growing) and a local government ambitious to reform itself.
- To attract business.
- To reassure potential employees or investors that San Diego has a thriving job market.

- San Diego has one of the most highly skilled workforces in the nation.
- World class research and development.
- Collaborative business community.

Separately, the Mayor and City Chief Financial Officer Jay Goldstone will meet with **Financial Institutions** that have traditionally supported San Diego's bond offerings.

**Wednesday, March 29-
Friday, March 31**

Washington, D.C.

Meetings with Congressional Leaders, to include both U.S. Senators and the entire San Diego Congressional Delegation.

Goals:

- **Homeland Security**
- Important **infrastructure projects** to the region.

Meetings at the Pentagon

The Mayor will be joined by Jill Olen, Deputy Chief Operating Officer for Public Safety/Homeland Security.

Mayor will host a breakfast for top **San Diego Convention Center clients**. Most of the Center's large clients are top-tier association conventions. Washington, D.C. is the epicenter of the association community.

SAN DIEGO AT-A-GLANCE

Population:

County of San Diego: 3,051,280

City of San Diego: 1,305,763

San Diego is the seventh largest city in the U.S.

Source: San Diego Association of Governments; U.S. Census Bureau

Ethnic Diversity:

White:	51.6%	Asian & All Other:	14.2%
Hispanic:	28.8%	Median Age:	34.0 years
African American:	5.3%		

(Note: Percentages do not add to 100% due to rounding.)

Source: San Diego Association of Governments

Forecast Population:

2010: 3,211,721

2020: 3,528,605

2030: 3,855,085

Source: San Diego Association of Governments

San Diego's Labor Force in December 2005:

Labor Force: 1,537,200

Employment: 1,481,600

Unemployment Rate:

SD: 3.6%

CA: 4.8%

US: 4.6%

Source: California Employment Development Department

Median Household Income (current dollars):

\$64,273

Source: San Diego Association of Governments

Average Annual Pay (2004 dollars):

San Diego: \$42,382

California: \$44,641

United States: \$39,354

Source: Bureau of Labor Statistics

Median Housing Price:

San Diego County January 2006: \$508,000

Source: California Association of Realtors

Level of Education:

33.0% percent of San Diego's adult population has a bachelor's degree or higher.

Source: U.S. Census Bureau American Community Survey, 2004

Physical Characteristics

- San Diego County covers 4,261 square miles, bordered by Orange and Riverside counties to the north, Imperial County to the east and Mexico to the south.
- There are 70 miles of coastline and 33 beaches.
- San Diego has an average daily temperature of 70.5 degrees Fahrenheit (21.4 degrees Celsius) year-round. Total rainfall averages 9.5 inches per year.
- Elevation ranges from sea level to mountains more than 7,000 feet high.

World Class Destination

- San Diego's Convention Center hosted 45 conventions in 2005, resulting in more than \$462.1 million in direct spending by almost 471,000 convention delegates.
- Torrey Pines Golf Course is a stop on the PGA Tour for the Buick Invitational. *San Diego will host the U.S. Open at Torrey Pines Golf Course (South Course) in 2008.*
- San Diego offers numerous family-oriented attractions and parks, including the World Famous San Diego Zoo, San Diego Wild Animal Park, SeaWorld Adventure Park, LEGOLAND, Old Town San Diego State Historic Park, and Cabrillo National Monument.
- Petco Park, the San Diego Padres' downtown ballpark, played host to 2,869,787 fans in 2005, its second year of operation.

San Diego's Visitor Industry

- Third largest industry in San Diego.
 - 27.2 million visitors in 2005, of which 15.9 million stayed overnight.
 - \$5.8 billion in visitor spending during 2005.
- Source: San Diego Convention & Visitors Bureau; San Diego Padres

San Diego International Airport

- 17.4 million passengers in 2005, a gain of 5.3% over 2004.
- Average of 47,596 passengers per day served in 2005.
- 156,409 tons of freight handled in 2005.

Source: San Diego County Regional Airport Authority

SAN DIEGO'S GROWTH INDUSTRIES

Leader in Life Sciences

- Named the No. 1 biotech cluster in the United States by The Milken Institute.
- Highest geographic density of life science companies in the U.S.
- 506 biotech and pharmaceutical companies and 38,934 employees.
- \$8.5 billion annually in direct and indirect economic impact.
- \$620 million in biotech and medical devices venture capital funding in 2005.

Wireless Capital of the World

- Highest concentration of telecommunications firms in the nation.
- Global brands: Qualcomm, Nokia, Siemens, Motorola and LG Electronics.
- Qualcomm-pioneered CDMA technology licensed by more than 125 firms worldwide.
- Communications companies in San Diego employ 29,400 workers.
- \$11.5 billion in annual direct and indirect economic impact.

Defense & Space

- \$23.8 billion direct and indirect economic impact from defense spending and the military.
- The defense manufacturing industry employs 31,519 people, and there are more than 100,000 uniformed military personnel stationed in San Diego County.
- Local companies profiting from Department of Defense contracts include Space and Naval Warfare Systems Command (SPAWAR), Science Applications International Corporation (SAIC), ComGlobal Systems and National Steel and Shipbuilding Company (NASSCO).

Computer & Electronics Manufacturing

- 318 information technology firms in San Diego employ 30,524 people.
- \$9.1 billion annually in direct and indirect economic impact.
- \$81.5 million in venture capital investment in 2005.
- Global brands include Sony, Sanyo, Samsung, Hewlett-Packard.

Software & Computer Services

- 1,440 companies.
- Software and Internet companies in San Diego employ 21,561 people.
- 69.6% residential broadband penetration in San Diego County, highest in the nation.

Sources: San Diego Regional Chamber of Commerce; San Diego Association of Governments; CommNexus; InfoUSA; Milken Institute; Nielsen; NewScientist.com; PricewaterhouseCoopers MoneyTree Survey; Alexander X

**GO TO THE ONLINE RESOURCE AT WWW.SANDIEGOBUSINESS.ORG
FOR A COMPLETE OVERVIEW OF SAN DIEGO COUNTY**

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